

July 2, 2013

Dr. Wolfgang Bernhard is positive about his first 90 days as Board of Management member responsible for commercial vehicles

- **Daimler Trucks excellently positioned for global leadership thanks to current product range and future potential**
- **Says Bernhard: “The increase in market share and incoming orders shows that we have the right products in the right markets. That’s why we are the Number One company in our sector and are ideally equipped to defend and strengthen our leading position.”**
- **Ongoing programs and initiatives will be systematically continued**
- **Future activities to focus on growth, efficiency, and technological leadership**

Stuttgart / Wörth – At a press event in the Mercedes-Benz Wörth plant, Dr. Wolfgang Bernhard assessed the results of his first 90 days in office as the Daimler Board of Management member responsible for commercial vehicles.

“I experienced a very steep learning curve these past three months – not only behind the steering wheel of a truck but, more importantly, during my many visits and discussions in the global Daimler Trucks division. I’m very impressed and thrilled to see how

skilled, dedicated, and passionate our employees are worldwide,” said Bernhard, who will soon receive his truck driver’s license.

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“Daimler Trucks’ valuable brands, global positioning, products and technologies that are right for their markets, and huge potential for additional economies of scale provide it with ideal conditions for defending and strengthening its leading position”, he added.

Development of sales and markets

The global economic situation remains problematic – a state of affairs that is of course reflected in the commercial vehicle markets. The global markets were correspondingly difficult in the first six months of 2013, but the situation will probably ease slightly in the second half of the year. The European market is showing signs of bottoming out, while North America is stabilizing. Japan has approved a new economic stimulus program, and the market is recovering in Brazil thanks to the continuation of favorable financing conditions for commercial vehicles.

These market developments are reflected in Daimler Trucks’ sales. The division’s sales totaled 180,119 units through May 2013 – that’s only 3% lower than in the same period of last year (185,107). Daimler Trucks substantially increased sales in Brazil to 15,823 units (Jan.–May 2012: 10,313). At 21,157 units, the division sold nearly as many trucks in Western Europe as in the same period of last year (22,633). The situation was similar in NAFTA, where sales were 53,259 units (54,615), and in Japan, where sales totaled 14,248 units (Jan.–May 2012: 14,960). In India, the division has sold around 2,700 BharatBenz vehicles in 2013 alone. Despite facing a difficult market environment, the brand thus took fourth place in India’s ranking of new truck registrations through May.

Daimler Trucks had received orders for 212,000 vehicles worldwide by the end of May, an increase of 19% on the result achieved in the same period of last year. In addition to the rise in incoming orders, the increase in market share in many regions also underscores Daimler Trucks' positive business development. Daimler Trucks was able to maintain its strong market position. In NAFTA, the division was helped by the new Cascadia Evolution, which greatly impresses customers with its outstanding fuel efficiency. In Western Europe, Daimler Trucks became the first manufacturer to offer a complete range of Euro VI-compliant vehicles. In Indonesia, almost half of the trucks are now from Fuso.

"The increase in market share and incoming orders shows that we have the right products in the right markets," said Bernhard.

Efficiency and growth

Daimler Trucks has no intention to rest on its laurels. Its ambitious return on sales target of 8% over the business cycle is still valid, as are the sales targets of selling more than 500,000 units by 2015 and 700,000 units by 2020. In order to reach these ambitious targets, the division will systematically forge ahead with the initiatives of the Daimler Trucks #1 program. Here the focus will be on implementing growth initiatives and efficiency-boosting measures.

"The past three months have taught me that Daimler Trucks is very well positioned," said Bernhard. "At the same time, we can't afford to slacken our pace if we want to use this basis to deliver even better results. This way we will achieve our goal of becoming the leading global truck manufacturer in every respect."

In the future, the division plans to go beyond the current initiatives in its efforts to identify and exploit additional growth opportunities in new and established markets. To this end, Daimler Trucks has

launched the new integrated Asia Business Model for its operations in Asia. The model's aim is to exploit as much growth and synergy potential as possible in relation to procurement, production, sales, and the product range. Among other things, the division plans to produce robust Fuso brand trucks in Chennai, India. These trucks will subsequently be exported to markets in Asia and Africa. The first batch was delivered to customers in Sri Lanka at the end of May. Another focal area is the aftersales business with services and parts.

At the same time, the division will vigorously push forward with its existing efficiency-boosting programs. Among other things, a global module strategy is helping Daimler Trucks achieve economies of scale. As the example of powertrains demonstrates, globally operating commercial vehicle manufacturer can greatly benefit from shared parts and the associated economies of scale. The Daimler Trucks business units have assigned this issue a correspondingly high priority, and are intensely working on additional projects that will improve the division's global parts-sharing strategy. As a result, up to 70% of the triad trucks could be made of parts from a global modular system in the future. Analogously to the steps taken for powertrains, the division created an organizational unit for the vehicle modular system (chassis, cab, and mechatronic system) on June 1.

Technological leadership

A basic precondition for Daimler Trucks' future market success is its continuing leadership in relation to products and technologies that are customized to meet the needs of each specific market. In the Shaping Future Transportation initiative, Daimler Trucks has brought together all of the technologies and services that make commercial vehicles safer, more economical, and more environmentally friendly. No matter whether Daimler Trucks' customers are from the triad markets, emerging markets, or elsewhere, their most important considerations are practicality and an optimal total cost of

ownership. The continuous improvement of combustion engines, the development of profitable hybrid vehicles such as the Fuso Canter Eco Hybrid, the creation of new concepts for natural gas drives, and the improvement of aerodynamics in an optimized truck-trailer combination are just a few of the many measures that are being implemented by Daimler Trucks.

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This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a worsening of the sovereign-debt crisis in the euro zone; a deterioration of our funding possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles; or a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilize our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labor strikes, or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook of companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending governmental investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading “Risk Report” in Daimler’s most recent Annual Report. If any of these risks and uncertainties materialize, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements. Any forward-looking statement speaks only as of the date on which it is made.

Further Investor Relations information on Daimler is available on the Internet via www.daimler.com/investors and on handhelds via www.daimler.mobi/ir.

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